

Hello and welcome to the automated membership machine.

In this video series I'm going to talk about how to create a fixed-term membership site, so let's go ahead and dive right in.

This is video number one in the introduction and the tools that you're going to need.

Now, before we get started and get the implementation process of your fixed-term membership site, I want you to get into the right mindset. I don't want you to be concerned about the fancy membership site scripts. I know a lot of times when you create a membership site, you're thinking, "okay what kind of membership script out there, would be good for me?" Or – and then you start looking into the membership scripts and you see how all these features are and this and that, and then when you begin to implement that script, you realize how complicated it really is.

So what I want you to do is just think, "This is the simplest form of a membership site that you can create". A fixed-term membership site integrated with AWeber, GetResponse, or any other auto-responder service. In fact, you're going to be amazed at how easy this is once we jump in, and you might even think to yourself, "wow! Is this really it?"

So what I want to do, instead of talk about it, is just jump straight into it, talk about the tools you need, prepare you for everything so that we can begin to implement the fixed-term membership site.

Now what I want to do is give you a quick overview. This is video number one and video number two – I'm going to help you plan, brainstorm, and prepare for video number three which is where we gather all your content, we can organize that content so that it is ready to be uploaded. Video number four – I'm going to talk about how to create a higher stick rate in customer value. Now, a lot of people don't think about this when they create a membership site; they just created it and assume that people are going to stick around. Now, the average dropout rate is usually three months and so forth, but there are tricks that you can use to actually get your customers to stay, and I'm going to talk about that in video number four. Video number five – we're going to create a thank you page or a download page, the same thing. So basically after the person pays, they see the thank you page, they fill out the AWeber form, and then they're afforded to get your content and so forth. So we're basically creating an automated membership machine. Video number six – we're going to talk about how to create a Paypal subscription button, and put that onto your sales page so that when somebody buys, they are sent to your thank you page. And video number seven – we're going to talk about how to upload the pages and then get the URL, so for example, what we're going to do is we're going to upload the main thank you page as well as all the other content and so forth, like week one, week two, or month one, month two and so forth. Video number eight – we're going to talk about how to deliver your content using your AWeber or GetResponse or auto-responder system. And then video number nine – we're going to talk about testing it, it's vital to test out your system before you make it live. So we want to make sure that we test it, I'm going to show you how to do that, and of course, last but not least – video number ten, I'm going to show you how to minimize your support. In other words, once you have that fixed-term membership site, what can you do to minimize your support, because you don't want to be overwhelmed by the same exact questions over, and over again.

Now what I want to do now is talk about the tools you need, so that you can gather those tools before we begin the implementation process. You're going to need a website, you're going to need a domain and web hosting. Now in this video series, I'm going to assume you already have a website, and you already

have your content. But what I'm going to do is I'm going to show you how to implement this and create an automated machine, and add it to your website.

You're going to need to have a FFTP program, which stands for "file transfer protocol" – all that means is a fancy term for uploading your files to your web hosting account. So FileZilla, it's a free software, you don't have to pay anything. Composer – I love it, I use it, and it's a free tool as well. It's a tool that allows you to edit the thank you pages, the sales pages, and so forth. And you're also going to need an auto-responder, whether that's AWeber, whether that's GetResponse, and so forth. Now if you're just getting started, what I recommend you do is to start out with the basics. Start out with the cheapest plan, and once you grow, then you know, add upon that plan. So that's that, now let's move on to video number two and let me help you go ahead and plan, brainstorm, and begin to gather your content.